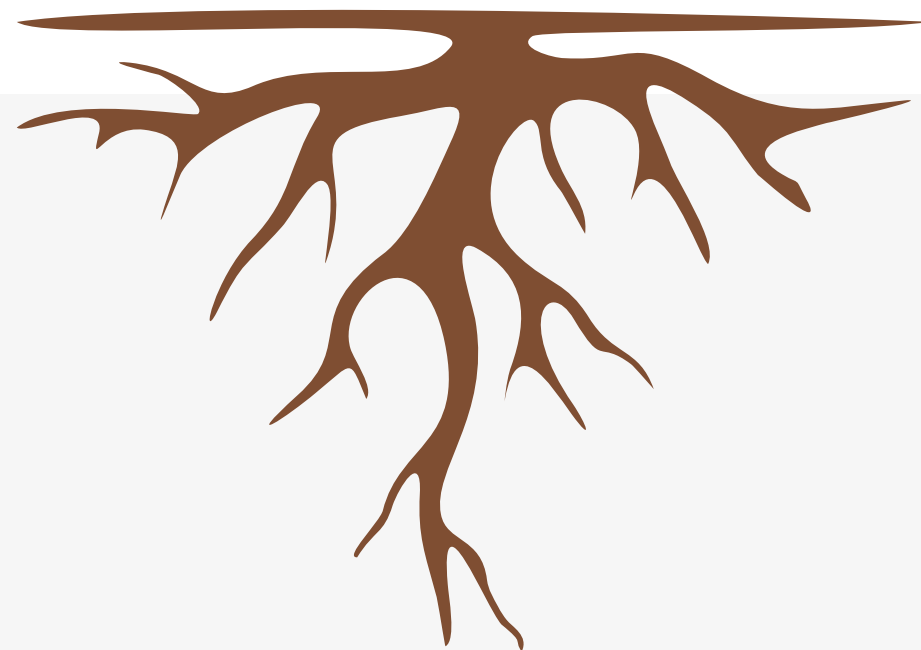




Ecofy



Ecofy@gmail.com



www.ecofy.com

OUR TEAM



Our team is composed by 5 young adults that study in MRU University and Vilnius Tech.

Every member has different skill to optimize all aspect of our start up. We work together for a lot of school project and we improve our ability now we are ready to build something for the world.



Lorenzo Persico
General Manager



Rialda Muhovic
CEO and Founder



Artiom Sopin
CTO



Augustin Lehodey
Chief Product Officer



Anis Serhir
Project Manager



Ecofy is an app for the conscious shopper,
providing a platform to discover and purchase
sustainable and eco-friendly products.



PROBLEM

01

Problem

Greenwashing, false and non-reliable information.

02

Problem

Difficult and time consuming locating where to buy eco-friendly products.

03

Problem

Distrust and skepticism about brands.





01

Solution

Verified information on sustainable products.

02

Solution

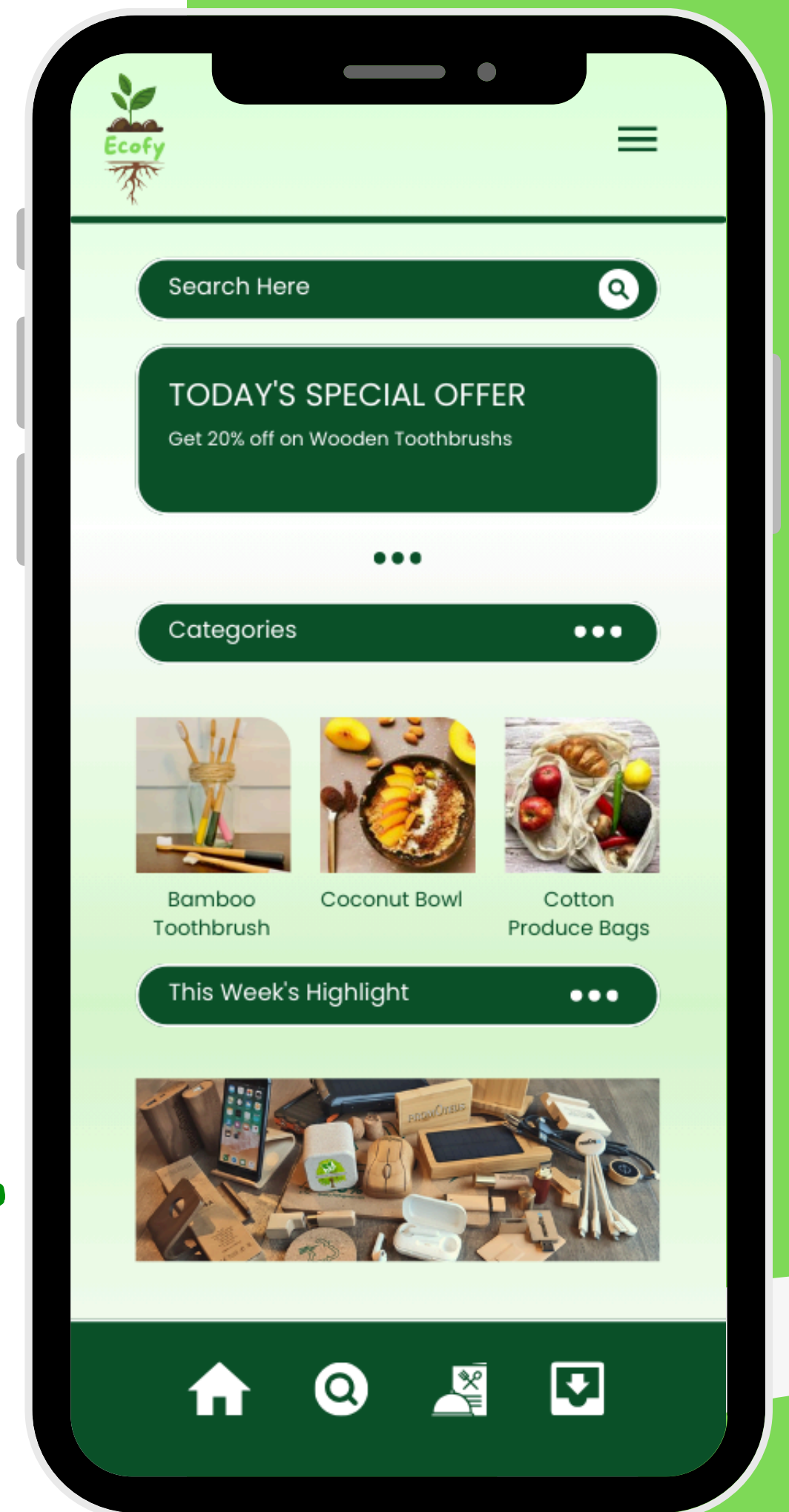
Help users easily find sustainable and eco-friendly products

03

Solution

Ensures all listed brands are authentically eco-friendly and sustainable.

OUR PRODUCT





MARKET SIZE



\$19.83 billion

Revenue in the global green technology and sustainability market in 2024.

The global green technology and sustainability market is projected to grow

\$83.59 billion by 2032 at a CAGR of 19.7%



Eco-conscious Consumers

Individuals who are aware of environmental issues and actively seek out sustainable alternatives in their purchasing decisions.

Millennials and Gen Z:

Younger generations who prioritize sustainability and care about environmental and social responsibility.

Health-Conscious Shoppers

People who prioritize organic and natural products for health reasons often also prefer eco-friendly products for their lower environmental impact.



Promote Sustainable Consumerism

Our primary objective is to encourage consumers to make more environmentally conscious purchasing decisions by providing access to a curated selection of sustainable and eco-friendly products.



Support Ethical Brands

Create a marketplace that empowers ethical brands, offering them a platform to reach a global audience that values sustainability, and thus driving business towards practices that prioritize the environment.



Educate and Build Community

Ultimately, our goal is to foster a community of informed shoppers through educational resources, reviews, and transparent brand stories, thereby building a supportive network that understands and champions sustainable practices.

COMPETITORS MARKET

What actually makes us different from our rivals?

	Ecofy	Eco-friendly brands (Patagonia, Pact)	Blogs (Green finder, Reco)
Information and product recommendation	✓	✗	✓
Location of the products	✓	✓	✗
Possibility for customers to register as independant eco-friendly sellers and sell through the platform	✓	✗	✗

Business Model

B2C

Subscription-Based Access:
Monthly subscriptions for
exclusive access to premium
eco-friendly products.

A 5% commission from
the trades of the
independent eco-friendly
vendors on our platform.

PRICING



BASIC

Odd days use

No booking

FREE

PREMIUM

Contribute to plant a tree

Unlimited use

Limited booking

0,99*

GOLD

Our gadget every year

Contribute to plant a tree

Without ads

Unlimited use

Unlimited booking

7,99*

Where we are located?





Ecofy

INVESTMENT OPPORTUNITY



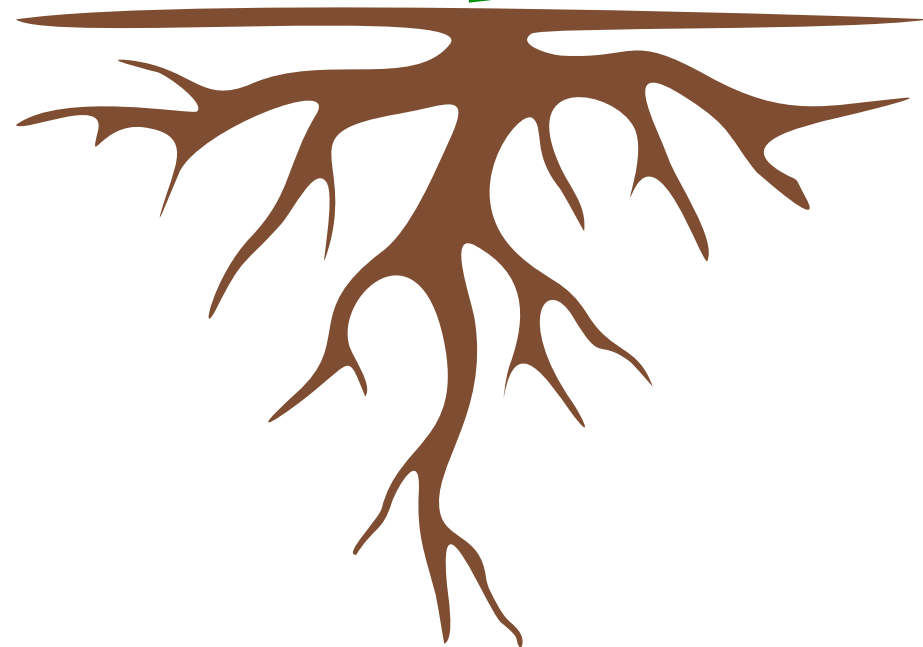
For this project we would like to raise
500k-1 Million euros

We offer 30% of shares

www.ecofy.com



Year 1: Launch and Staff Expansion



0-3 months

- Finalize the development of initial product features.
- Hire a full-stack developer to enhance technical capabilities.



3-6 months

- Officially launch Ecofy on multiple platforms.
- Appoint a Chief Marketing Officer to strategize and lead marketing efforts.



6-9 months

- Implement major platform update to boost product discovery and purchase efficiency.
- Focus on strategic partnerships to expand product offerings.



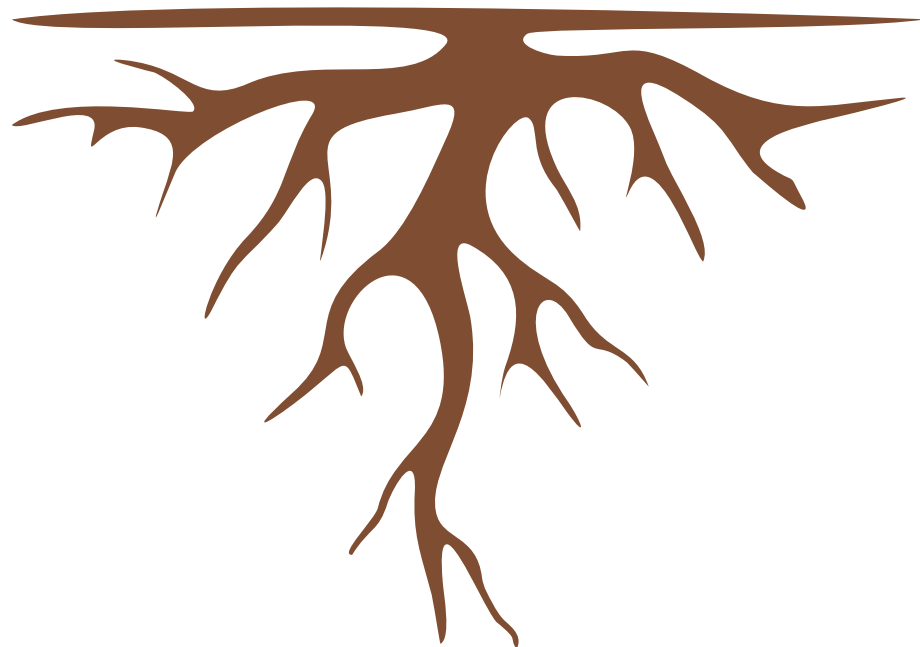
9-12 months

- Increase marketing initiatives to leverage new feature roll-outs.
- Aim to significantly enhance customer satisfaction and streamline user experience.





Year 2: Development and Expansion



0-3 months

- Begin phase two of product feature development.
- Bring on a front-end developer to improve user interface and user experience.



3-6 months

- Analyze feedback from phase one features to guide new developments.
- Expand the technical team by hiring a back-end developer to support new features.



6-9 months

- Engage with the local community and improve sourcing strategies and add a new round of features.



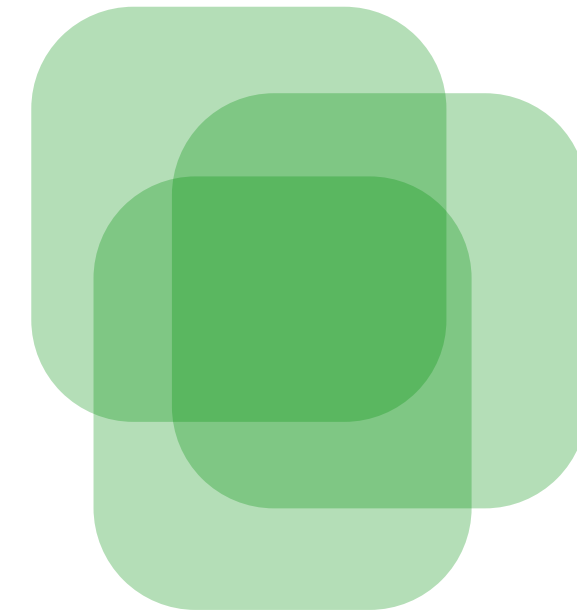
9-12 months

- Implement flash sales to boost end-of-year sales and continue to make our customers life easier

Focus on pushing Sales and expanding the consumer base

Expected revenue

		Amount	Value
Q1	sub	2000	10.000,00 €
	sell	3000	4.500,00 €
Q2	sub	3300	16.500,00 €
	sell	4000	6.000,00 €
Q3	sub	4500	22.500,00 €
	sell	7000	10.500,00 €
			<hr/> 70.000,00 €



May 2024

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